



An Australian Government Initiative



Shaping Business, Transforming Industry

Workshops, Industry Intelligence & Networking (WIIN) Round 9 Theme Information Document

The application period for the ninth round of WIIN opens on 10 February 2012.
The round will close at **5:00pm Australian Eastern Daylight Saving Time (AEDST)**
on **9 March 2012**

"Building the value of your Business"

Practical events, activities or information collateral on:

- Capturing the opportunities presented by the Digital Economy; Understanding the opportunities the digital economy presents and how to develop a successful digital strategy which delivers new opportunities for growth, profitability and sustainability;
- Winning bids for work in competitive processes; Understanding the key success factors for your target sector (target sectors could be for example resources, steel fabrication, architecture or industrial design) to put together a compelling tender document;
- Succession planning - facilitating the orderly transition of your business; Understanding the keys to developing and implementing a strategic succession plan and the benefits this plan will deliver; and
- Brand & Marketing; What is brand positioning? How to successfully position and market your brand to create a sustainable competitive advantage.

Note: Each of the above topics are independent of each other, applications should focus on one topic or a variation of the topic.

Successful applications in this round will deliver:

- quality content and material consistent with the theme which delivers new information, knowledge and skills, supported by real examples and case studies relevant to a clearly targeted audience within the broader Enterprise Connect (EC) target markets serviced by the EC Manufacturing and Innovation centre network;
- comprehensive access to the target audience and demonstrate the ability to attract the target audience for the activity;
- innovative delivery models that will provide enduring networks and information delivery beyond attending a one off activity;
- succinct, concise applications that demonstrate confirmed collaboration in addressing the above; and
- demonstrate a proven capacity to manage the logistics of delivering on the application if successful.

Applications which will provide significant new information and knowledge to Australian small and medium businesses enabling them to become more productive, competitive, innovative and sustainable will be considered irrespective of the theme. All applications must meet the WIIN eligibility guidelines and supply all the information required as detailed in the WIIN guidelines.